



LANCASTER CITY  
ALLIANCE

NEIGHBORHOOD  
NOTES



2017 | Edition 2

Strong Community. Strong Economy. Vibrant City.

LancasterCityAlliance.org

# GAINING REAL MOMENTUM

## “BUILDING ON STRENGTH” YEAR TWO UPDATE



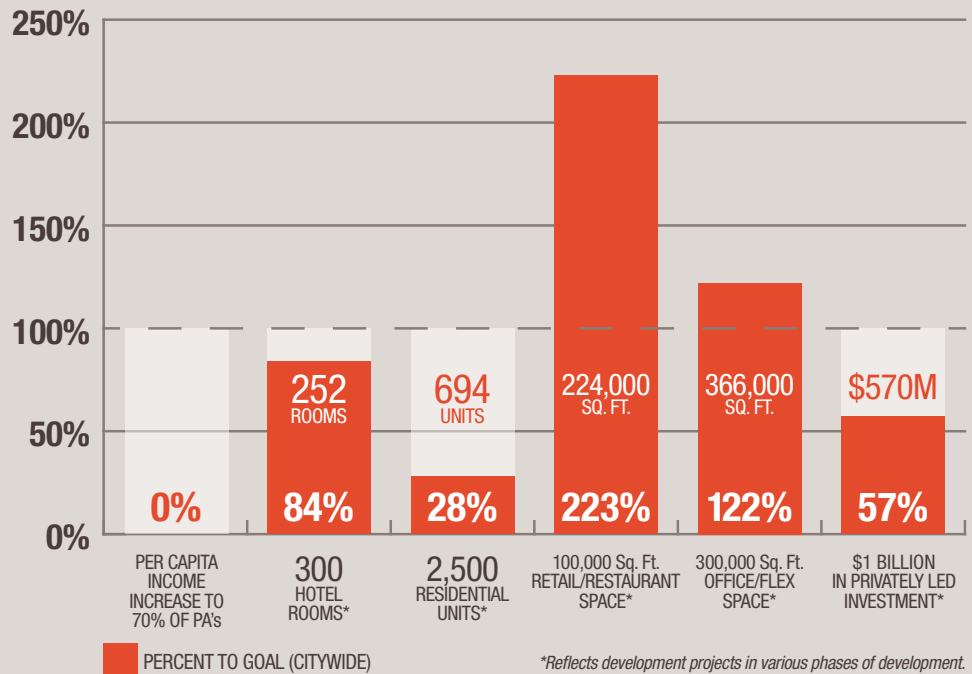
### BUILDING ON STRENGTH

THE COMMUNITY-OWNED  
ECONOMIC DEVELOPMENT STRATEGIC  
PLAN FOR THE CITY OF LANCASTER

June 2017 marks two years since the adoption of *Building On Strength*, the 15-year economic development strategic plan for the City of Lancaster. Lancaster City Alliance spearheaded the development of the plan beginning in 2014 and continues to lead its implementation in collaboration with a strong team of community partners from the private and public sectors. With an outlook to the year 2030, *Building On Strength*, as its name implies, seeks to build upon the City’s growth and successes of the previous decade and a half, including over \$1.5 billion in reinvestment, a growing arts community, a burgeoning retail and restaurant scene, an expanding office sector, new housing options, and a vibrant Downtown. However, unlike the City’s previous economic development strategy (1998), *Building On Strength* emphasizes a renewed focus on eight “commercial hubs” throughout the City, which include (1) Downtown, (2) E. King Street, (3) Manor Street/W. King Street, (4) S. Duke Street, (5) S. Prince/S. Queen Streets, (6) New Holland Avenue/E. Walnut Street, (7) the Train Station area, and (8) Harrisburg Avenue/the NW Gateway.

The community has made remarkable progress in fulfilling these desired outcomes and bringing many of the plan’s recommendations to fruition (21 of 25 are currently underway).

### Building On Strength: Progress Toward Outcomes as of May 2017



Since the launch of the plan, nearly \$570 million in development projects have been announced, are under construction, or have been recently completed reflecting privately led investment. This includes more than **366,000 square feet of new office/flex space**, nearly **224,000 square feet of new retail/restaurant space**, nearly **700 new residential units** (of various types and price points) and over **250 new hotel rooms**.

A large proportion of the projected growth in new office space and retail space is representative of several substantial projects in the Downtown, including the planned \$21 million expansion of Fulton Bank on E. King Street (60,000 square

feet of new office space) and the long-awaited \$28.5 million redevelopment at 101 N. Queen Street by Zamagias Properties, which will include 80,000 square feet of new office space and 21,000 square feet of retail/restaurant space, as well as 35 new residential units. Construction is set to begin in the summer of 2017.

The City is also experiencing growth in several neighborhood commercial hubs including W. King Street (\$2.4 million in new investment, 24 new apartments and a new neighborhood grocery store); S. Duke Street (\$12 million, including 20,000 square feet of new neighborhood-serving retail); and New Holland Avenue/E. Walnut Street (\$21.7 million).

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# “BUILDING ON STRENGTH” CONTINUES TO GARNER NATIONAL ATTENTION



After winning several awards for the development of *Building On Strength*, members of the consultant team were invited in May to discuss the process and progress of the plan to a national audience at the American Planning Association (APA) national conference in New York. LCA President Marshall Snively was joined by members of the consultant teams Mahan Rykiel Associates, Baltimore, and Muldrow Associates, Greenfield, SC, (local firm RGS Associates was part of the team, but not in attendance) to present to a breakout session in a packed room of over 200 attendees. *Building On Strength* is considered a great example of a community collaborative planning and implementation process, which is why Lancaster is seeing significant progress within just two years of implementation.



American Planning Association

Directly following the presentation, LCA was notified that the team is invited to present at the Pennsylvania Chapter of APA this fall in State College.



Former Porter Furniture warehouse at 626 Columbia Avenue has been converted to 24 market-rate apartments.

Cont'd from cover

Growth continues along the Harrisburg Avenue/NW Gateway commercial hub, with over \$101 million in projects under construction and proposed for Lancaster General Health/Penn Medicine and nearly \$27 million in projects in various phases at Franklin & Marshall College.

For additional details on plan progress, including more information on the 21 specific recommendations underway, please review the most recent *Building On Strength* Quarterly Report available at [www.lancastercityalliance.org/building-on-strength/](http://www.lancastercityalliance.org/building-on-strength/). A full two-year progress report will be released in the summer of 2017.



The recently announced “Tobacco Avenue” project will bring a mix of new uses to the southwest corner of N. Plum and E. Walnut Streets.



Bistro Barbaret

## CELEBRATING LOCAL BUSINESSES

Because of the success of the Small Business Saturday #shopsmall campaign for local merchants, the Merchant Committee Member Intra Marketing Committee has developed a year-round campaign designed to encourage everyone to shop and dine locally. The #shopsmalldinelocal campaign features images of locally owned businesses, restaurants, cafes and service providers in the City. Window decals with the #shopsmalldinelocal logo are now available at the LCA office for local merchants. For more information, contact [info@teamlanc.org](mailto:info@teamlanc.org) or call 717-394-0783.

# LANCASTER DID CELEBRATES 25 YEARS!



This year marks the 25th Anniversary of the Lancaster Downtown Investment District. In 1992, a dedicated group of businesses and property owners came together creating a Business Improvement District to invest in the enhancement of Downtown. Over the last quarter of a century, Downtown has seen many changes (both good and challenging), but if not for the investment of the Downtown businesses and property owners, we would not have seen the growth in our center City that we have today. With an emphasis on Clean & Safe, ensuring a comfortable environment is paramount to the economic health of Downtown, while marketing partnerships continue to drive more visitors and residents to Lancaster.

Over the last 10 years, Downtown has seen a NET increase of 30 restaurants; 51 boutiques, service business and cultural institutions; 300 hotel rooms and over 250 housing units (completed and announced). More exciting is the fact that 60 of the existing businesses have expanded

or renovated during that time as well. All of this is resulting in over one million visitors to the City each year.

Clean & Safe remains the primary focus of the DID. The Bike Ambassadors and Clean Team continue working hard for the District seven days a week as evidenced by their stats (see side bar). With the passing of the budget for 2017, increased funding for beautification projects such as trees and public amenities continues to enhance Downtown. Increased marketing of the City—in partnership with local initiatives, Discover Lancaster and LOOP—continues to attract more visitors, residents and investment to the District.

As Downtown continues to grow, the future is looking bright for the DID. As we prepare for the next 25 years, we look forward to working with our stakeholders, ensuring a vibrant Downtown for generations to come. Cheers!



Clean Team member Bill Santiago mulches a tree well in the DID.

## DID BOARD ANNOUNCES OFFICERS

The Lancaster Downtown Investment District Authority Board of Directors is honored to announce the following slate of officers for the DID fiscal year as of May 1, 2017.

**Chair: James J. Wagner, Senior Vice President, Director of Commercial Community Development, Fulton Bank**

**Vice Chair: Crystal Weaver, Owner, Prince Street Café**

**Secretary: Nancy Neff, City Resident**

**Treasurer: Randy Patterson, Director, Economic Development and Neighborhood Revitalization, City of Lancaster**



## CLEAN & SAFE HIGHLIGHTS JANUARY THRU MAY 2017 STATS

### DID CLEAN TEAM

#### TRASH AND LEAVES COLLECTED FROM SIDEWALKS

15.5 tons   

#### STICKERS REMOVED FROM PUBLIC SPACES

128x     

#### SNOW REMOVAL FROM CURB CUTS

325 hours   

#### ICE MELT ON CURB CUTS

1,954 lbs  

#### MULCHED 527 DID TREE WELLS

15,000 lbs 

### DID/NORTHWEST AREA AMBASSADORS

#### LOGGED MILES ON PATROLLING BIKES

12,335  

#### CONTACTED PPL ABOUT BROKEN STREET LIGHTS

18x   

#### REMOVAL OF GRAFFITI TAGS FROM PUBLIC SPACES

334x    

#### REPORTED EXCESSIVE TRASH INCIDENTS

197x   

#### ASSISTED VISITORS WITH DIRECTIONS

1,187x   

MADE CONTACT WITH CITY RESIDENTS, BUSINESSES AND PEOPLE IN NEED

>10,000x   

### NORTHEAST AREA AMBASSADORS

#### LOGGED MILES ON PATROLLING BIKES

5,300  

#### CONTACTED PPL ABOUT BROKEN STREET LIGHTS

5x   

#### REMOVAL OF GRAFFITI TAGS FROM PUBLIC SPACES

114x    

#### REPORTED EXCESSIVE TRASH INCIDENTS

83x   

#### ASSISTED VISITORS WITH DIRECTIONS

15x   

MADE CONTACT WITH CITY RESIDENTS, BUSINESSES AND PEOPLE IN NEED

54x   

CITY MAINTENANCE ISSUES, POTHOLES, STREET SIGNS NEEDING REPLACED

29x  

## LCA BOARD MEMBER DR. AMINTA BREAUX NAMED PRESIDENT OF BOWIE STATE UNIVERSITY IN MD

Since joining the Millersville University staff in 2008, Aminta first served as vice president for student affairs, later serving as vice president for advancement. Aminta has also been serving the Lancaster community as a board member, SCORE, Leadership Lancaster and the Mission and Community Benefit Committee of Lancaster General Health.

She joined the LCA Board of Directors in 2016.

Aminta will assume her new role at Bowie State on July 1, 2017.

Thank you Aminta for your unwavering support and dedication to LCA and the Lancaster Community. We wish you well on your well-deserved appointment!

## CULTIVATE LANCASTER SPAWNS NEW COALITION



A SCORE mentor with a participant at the Cultivate Lancaster event. SCORE is also a member of the Lancaster Entrepreneurial Coalition.

Building on the success of the Cultivate Lancaster Entrepreneurs Forum, Lancaster City Alliance, in partnership with ASSETS, created the **Lancaster Entrepreneurship Coalition** in an effort to bring together non-profit, for-profit and government entities that specifically cater to entrepreneurs in start-up and micro-businesses.

The purpose of this coalition is to bring enhanced collaboration and intentionality to Lancaster's entrepreneurial ecosystem by 1) Understanding better the needs of local entrepreneurs; 2) Creating common goals and solutions to meet those needs; 3) Holding each other accountable to achieve these goals utilizing shared measurements; and 4) Seeking to leverage additional resources to expand the Coalition members' work to increase the impact of the local business community.

Look for more information as this collaboration evolves.

## CITY TO HOST GOVERNOR'S AWARDS FOR THE ARTS THIS FALL



Lancaster has been selected as the host city for the 2017 Governor's Awards for the Arts to be held on Thursday, October 26th. The City will be recognized as the "Arts Capitol of the State" for the day, with multiple arts-related celebrations taking place throughout the week highlighting Lancaster's exceptional arts community, and culminating with State-wide awards in various categories of art mediums, patronage and leadership. To learn more about this about and how

you can participate, visit: <https://visitlancastercity.com/governors-awards-arts-pa/>  
The arts have so much to do with the City's success, and we are eager to illustrate to folks from across the State all that makes us special!

## MARK YOUR CALENDARS FOR VELOCITY 2017

Mark your calendar for VELOCITY 2017 on Thursday, September 28th at Tellus360, celebrating the City of Lancaster with cultural performances, live music, a fashion show, food tastings from favorite local restaurants and more! Part of the VIP Experience features a rooftop **Cocktail Competition** between Lancaster City bartenders, where Mayor Rick Gray proclaims the winning recipe the official "Lancaster City Cocktail."

Don't miss the BEST party in town! Proceeds from this annual celebration support the great work of the LCA/DID Merchant Committee.



## LCA ANNOUNCES OFFICERS AND EXECUTIVE LEADERSHIP TEAM MEMBERS

**The Board of Directors is honored to announce the following slate of officers to begin LCA's fiscal year beginning July 1, 2017.**

**Chair: Craig Roda**, Senior Executive Vice President/Community Banking, Fulton Bank

**Vice Chair: Peter Barber**, President, Two Dudes Painting Company

**Treasurer: Lori Pickell**, CFO/Secretary, Irex Corporation

**LCA thanks the following Board Members for renewing their appointments:**

**Deborah Brandt**, Fig Industries

**Robert "Teke" Drummond**, Lancaster General Health/Penn Medicine

**Ralph Martin**, LNP Media Group

**Lori Pickell**, Irex Corporation

**Pedro Rivera**, Pennsylvania Department of Education

**Craig Roda**, Fulton Bank

**LCA is also pleased to welcome the addition of the following new Executive Leadership Team Members to the organization.**

**Chairpersons Council**

**Betty Tompos**, Vice President for Finance, Thaddeus Stevens College of Technology

**Community Safety**

**Greg Downing**, Director of Operations, South Central Transit Authority

**Stephen Lee**, Vice President, Facilities Planning, Lancaster General Health

**Economic Development & Planning**

**Jeffrey Horst**, Partner, RKL, Tax Services Group

**Ann Swartzbaugh**, Special Markets & Sales Development Manager, Burnham Holdings

## LCA WELCOMES INTERNS

Lancaster City Alliance welcomes summer interns Anthony Thayne (Dickinson College '16) and Elah Horwitz (Franklin & Marshall College '18). Anthony is completing a commercial opportunities and parking inventory in the Southwest. Elah will be researching and helping to create a neighborhood training program that can inspire individuals to become more active in their neighborhoods.

## OVER \$1M SECURED TO SUPPORT SoWe PLAN

Lancaster City's Southwest area is getting a major boost thanks to funding from the Wells Fargo Regional Foundation.

In its largest-ever award to a community, the Foundation has announced that they will award the Lancaster Housing Opportunity Partnership (LHOP) with \$230,000 per year for the next five years for a total award of \$1,150,000. These funds will be used to implement the Southwest Revitalization Plan that was adopted by the Community targeting the Southwest area of Lancaster City that is roughly 20 blocks bounded by S. Prince and Manor Streets between King Street and Fairview Avenue. These funds will go toward the expansion of the Lancaster City Alliance (LCA) Bike Ambassadors in the Southwest area; a neighborhood cleaning service focused on sidewalk areas and litter abatement; installing additional Lancaster Community Safety Coalition cameras; and support for community organizers to connect residents with crucial services such as job training and transportation resources.

Lancaster City Alliance has been partnering with LHOP since 2015 to direct neighborhood outreach, manage the development of the Plan which was focused on neighborhood engagement and help to advance Plan priorities that do not require funding. A portion of the target area overlaps with *Building On Strength* Economic Develop plan for Manor Street. Shelby Nauman, Vice President, LCA, serves on the Southwest "SoWe" Board, and Jeremy Young, Community and Economic Development Manager, LCA, serves on the Economic Opportunity Committee.



**Wells Fargo**  
Regional Foundation

## LCA AND NEIGHBORS UNITED IMPLEMENT SPRING "CLEAN AND GREEN" PROJECTS



*Joy Chelsy Velasco poses with her family's Adopt-A-Block sign on the 200 Block of E. Frederick Street.*

The goals of the Neighbors United (NU) Northeast Revitalization effort were simple: Transform the NU target area into a cleaner, greener, safer and friendlier place for everyone living in and visiting the area. This spring, several projects and team-building volunteer efforts were fulfilled. Lancaster City Alliance installed 20 trash receptacles in the Northeast thanks to funding by several sponsors: Homes for Life, PPL and UGI. LCA sought out neighborhood sponsors who are responsible for keeping the trash receptacles emptied.

Neighbors United volunteers completed an Earth Day Neighborhood Cleanup on April 22nd, picking up litter, mulching tree wells and cleaning their largest greenspace, the Lancaster Cemetery. LCA and NU continue to promote the City of Lancaster's Adopt-A-Block program, attracting new volunteers to maintain these neighborhood streets. A porch-decorating contest has been announced, sponsored by local realtor and NU funder, Shelly Snow Realty Group, to motivate property owners to beautify their properties. Find out more by visiting the Neighbors United Facebook page.

## FOCUS ON SOUTH DUKE CORRIDOR PLANNING CONTINUES

Lancaster City Alliance is working closely with the Spanish American Civic Association (SACA) and key stakeholders to leverage the Southeast Lancaster City area Elm Street designation. The Elm Street designation does not provide funding; it gives the Southeast priority consideration for program funding and technical assistance for building community structure to achieve the Southeast Plan goals. Several projects and opportunities paired with the Elm Street designation present remarkable opportunities for this corridor and



*The S. Duke Street corridor (shown above) is primed for investment.*

surrounding neighborhoods. This includes the \$11 million Conestoga Plaza retail center, the \$1.2 million Boys and Girls Club project renewing a portion of Roberto Clemente Park into a multi-use field and the renovation of an adjacent vacant building into a new clubhouse. The City of Lancaster continues to invest in this corridor with the \$550,000 facelift to the Martin Luther King wading pool, a public art project installation and plans of implementing bicycle

infrastructure. The City is committed to working with the community to find the best use for City-owned parks land adjoining the S. Duke Street Corridor.

By working closely with SACA, the City of Lancaster and other key stakeholders, LCA seeks to build a shared vision for the South Duke Corridor, strengthening the image and identity of the area while increasing opportunities for entrepreneurs, improving public space and meeting local needs.



# LANCASTER CITY ALLIANCE

Strong Community, Strong Economy, Vibrant City.

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## BIKE AMBASSADOR COVERAGE AREA



**BIKE AMBASSADORS**  
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**LANCASTERCITYALLIANCE.ORG**

